

WOMEN ARE URGED TO SAVE ON DRESS

Necessary Now to Return to
Simple Styles Because
of the War.

SKIRTS ARE NARROW

Garments That Will Wear
Longer Are the Ones to
Be Selected.

Conservative styles will be in vogue this coming year, because people will know that whatever they buy this year they must expect to wear much longer than usual. They will realize that they would soon tire of extreme clothing.

The necessity of wearing simple styles and of economizing in textiles was impressed upon the women visitors here Farmers' Week recently by the lecturers in the home economics department of the College of Agriculture.

Fashion and style to the average person seems rather a capricious subject governed by a few artists and dress-designers in Paris, the women were told. But in reality it is the reflection of a definite economic condition of the country or the world. In time of luxury people always wear extreme clothing. For ages past women have advertised the size of their husbands' pocketbooks by the clothing which they wear. For it is easier for a man to display his wealth by spending it upon the clothing of his wife and children than in any other way. In our so-called more enlightened countries the women wear hobble skirts or long sweeping garments, as well as high-heeled shoes, to show the ability of their husbands to support them in luxurious ease. It is manifestly impossible for any woman to scrub a kitchen floor in a trailing gown or to do a day's washing in a hobble skirt.

In times of luxury people always wear extreme clothing, clothing which hampers freedom of movement, such as hobble skirts, or tight skirts, or which are so voluminous that they get in the way. In the last few years the people of the United States have been especially prosperous; men have had enough money to buy automobiles, to pay for after-theater suppers and to buy quantities of candy. With the use of automobiles and extravagant eating people grew fat and lazy, and as it is one of the general principles of dress design that full, loose clothing is more becoming to a stout figure, so very full skirts and coats naturally came into fashion. When women, because of the war, find that they must give up the use of automobiles and are obliged to go out into the world and do some definite work which their husbands and brothers who are now in the trenches have been doing in the past, they will lose their superfluous fat and grow slender again. That will be another reason for the popularity of the more tailored, close fitting costumes.

All women will not be able to go out into the world and do definite war work. Some will not even be able to spend their afternoon at the various Red Cross branches. The duties of home and children will keep many tied down to more prosaic and perhaps less romantic work. For them, mending and remodeling will be revived as a lost art, for during the next year they will find that they must not only conserve in the textiles which we buy, but also in the textiles which we have already stored away in our attics in the form of old clothes.

Skirts Will Be Narrow.
For the coming year, skirts will be comfortably narrow, suit coats will be short, single-breasted, with small lapels and collars. Ornamental patch pockets and belts will be eliminated. With a one-piece dress, a coat of heavy, rather rough material is desirable. If it is made of a plain, dark cloth on conservative lines, somewhat on the order of a man's overcoat, it may be worn for several years with entire satisfaction. It is the coat of extreme color or cut that seems out of style the second year. The same idea holds good for hats, suits and dresses.

Beautiful garments never got out of style. Lady Duff Gordon, probably the greatest living artist in dress, designed a suit for herself eleven years ago. It was very plain with a few pleats in the skirt, a semi-fitted coat of the tailored variety, which followed the natural lines of the figure. She wanted to prove to herself that she could design a costume which would not go out of style, so she was careful to wear it that first year only on special occasions. The next year she did the same and in the years following she was also careful to keep it from hard wear. This fall, although the suit is almost worn out, she is still wearing it.

Best Suits in the Shops.
If women in general would make the effort to hunt through the shops, they could find each year in the new ready-to-wear garments offered for sale, suits of this same general type as that of Lady Duff Gordon's. They are very plain and tailored, of conservative design which follow the lines of the figure and do not deviate from it into meaningless forms. They are usually made in very good fabrics and in suits of the medium or higher price grade. Cheap cloth is usually not made up in such simple models because the manufacturers do not try to sell many suits of this class.

In afternoon and evening gowns, good material should also be used, draped in simple folds after a pattern which cuts into the cloth as little as possible. The Greek costume of the ancient times represents the ideal of gowns of this character. There were few seams in the classic costume which derived its beauty from the graceful way in which it was draped upon the figure each time the garment was worn. Some New York dressmakers are making a specialty this winter in draping evening gowns in this manner.

Since the greatest efficiency is gained by comfort, no tight corsets should be worn.

Start Drilling for Oil.
An oil company began drilling for oil yesterday on the farm of J. H. Driskell northwest of Columbia. The company will drill to a depth of 3,000 feet in an effort to find oil.

It will be worth your while to see the Bible College display ad in this issue. E-106-tf

Quaker Oats, 10c at Sunnyside Grocery. A-103-tf

Have you seen the Bible College display ad in this issue? E-106-tf

CLASSIFIED ADS.

Half a Cent a Word a Day

ROOMS FOR RENT

FOR RENT—Three rooms for girls next semester with board. 704 Maryland. W-117

FOR RENT—By Feb. 1, two furnished rooms for housekeeping or single. Phone 1143 Green. B-113tf

ROOMS FOR RENT—To men or light housekeepers, second floor in a modern house, consisting of three rooms and bath. 1401 Anthony. Phone 527 Green. T-114

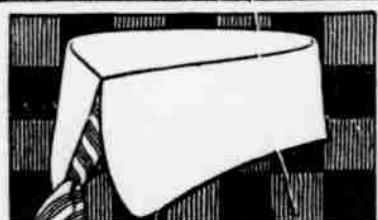
ROOMS FOR RENT—Furnished rooms with or without board. 817 Rollins, phone 1042 Black. S-111tf

FOR RENT—Single room and two half rooms at Read Hall Annex. Board at Read Hall. Phone 620 or 604. P-111tf

FOR RENT—Half of a front southwest room. Board if desired, 714 Missouri. V-114

ROOM FOR RENT—In private family for one or two, either men or women. 1416 Rosemary lane. Phone 1160 Red. B-115

FOR RENT—Half of a front southwest



CLARIDGE
The New Fall
ARROW
COLLAR

room. Board if desired. 714 Missouri. 114

ROOMS FOR RENT—Half or all of large southwest room for men. Single beds. Call 13 Allen place. 22-54

FOR RENT—Desirable furnished rooms for second semester. Phone 702 White, 505 Conley, Mrs. L. B. Ford. P-115

ROOM for Rent—602 Conley. W-117

FOR RENT—Two and one-half choice rooms on second floor. Warm house, hot water at all times. Only boys of good behavior need apply. 705 Hitt street. Phone 1129 Black. N-104tf

FOR RENT—Several nice rooms for men. 1207 Paquin. Phone 1143 White. B-109tf

FOR RENT

FOR RENT—A six room house 401 Matthews. If desired can be arranged as two three-room apartments. Phone 421. B-113tf

FOR RENT—A five room flat at 403 Matthews. Heat, modern, gas and a sleeping porch. Phone 421. B-113tf

FOR SALE

FOR SALE—One standard size office desk, made of oak. Convenient size for office or student's room. Phone 779 Green. R-115

FOR SALE—Cherry bed with springs. Also a china water pitcher and wash basin. Call 671 Green. M-115

FOR SALE—Dress suit with accessories, including pumps. Coat size 35. Call 671 Green. M-115

TEACHERS WANTED

FOR our varied calls. Many war vacancies. Missouri Teachers' Agency, Kirksville, Mo. M-117tf

LOST AND FOUND

LOST—Six keys on ring, on Hitt or University, between Hitt and College. Return to 1315 Rosemary for reward. D-113

LOST—Round silver pin, with silver eagle and crossed guns. If found return to 1501 Rosemary. Phone 522. Reward. D-113tf

LOST—Short silver inlaid fountain pen, between 604 South Fifth Street and Boone County National Bank. Finder call 1254 Red. W-134

LOST—An Ivory-handle steel, either in

SECOND-HAND BOOKS

For nearly every course

The CO-OP

McGRATH

With S.&B. Clothing Co.

CLEANING
PRESSING
REPAIRING
Phone 452

CALL 514 SERVICE

Cleaning, Pressing
and Repairing

**Tiger
Cleaners**

Agricultural Bldg. or Rothwell Gymnasium. Call 1046 Black. M-106tf

MISCELLANEOUS

WANTED Girl to do general housework; no washing. Inquire 1215 E. Ash. C-106tf

WANTED—Highest prices paid for men's used clothing. For quick service call Mr. Kay, 1156 White. K-116

WANTED—Two boys to work at soda fountain. Ellis Moscow, Virginia Confectionery. M-111tf

By University student. Job on Tuesday, Thursday and Saturday afternoons. Phone 403. S-117

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skilled workman-
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play electric uniphone.
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Start the New Year right by placing your printing business where it will be handled with care and promptness. Work we do for you will attract attention—it will be distinctively yours. It will show originality of conception and excellence of workmanship. Printing of this sort has an earning power in itself—it isn't an expense.

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PUBLISHING COMPANY**

Virginia Building

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WANTED

Two bright young men
who have sales ability. Call
at Room 508, Daniel Boone
Tavern, evenings after 6
o'clock.

MAZOLA

the vegetable oil from corn which gives the
best results in general cooking—at less cost

THE housewife has found that Mazola—the pure oil from corn—is even better than the old cooking mediums for deep frying, sautéing and shortening.

And more economical.

Mazola does not transmit taste or odor from one food to another—can be used over and over again.

A recent demonstration showed that the same tinful of Mazola could be used *eighteen different times* for deep frying.

Since it is a vegetable oil, it enables you to save butter, lard and suet, as requested by the Food Administrator.

And next time you want an especially delicious salad dressing, try Mazola.

Mazola comes in pint, quart, half-gallon and gallon tins—buy the large sizes for greatest economy. Also ask your grocer for the free Mazola Book of Recipes, or write us direct.

Your money refunded if Mazola does not give entire satisfaction.

Corn Products Refining Co.
17 Battery Place, New York

Selling Representatives
**St. Louis Syrup
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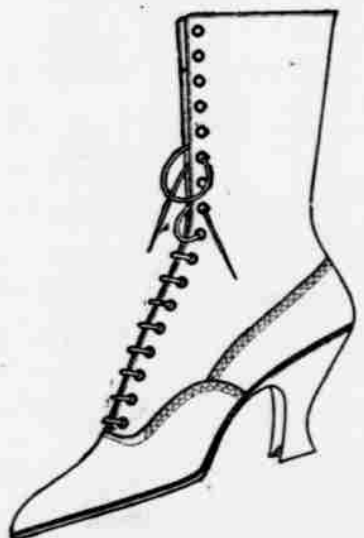


ON SALE ALL THIS WEEK

White Kid, White Buck,
Black, Brown and Grey
Kid, cloth and kid top,
lace boot, wood covered
and leather Louis heels,
\$8.00 and \$10.00 values.
Special price

\$6.85

Rogers Apparel Shop
818 Broadway



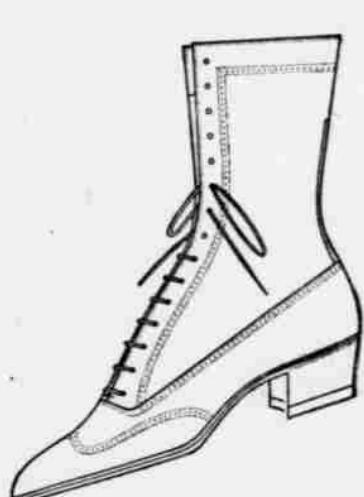
\$6.85

ON SALE ALL THIS WEEK

Brown and Black Calf,
Kiki Calf, White Buck,
English and military last,
leather and cloth tops,
lace boots. \$6.50 to \$8.00
values. Special price

\$4.85

Rogers Apparel Shop
818 Broadway



\$4.85

ON SALE ALL THIS WEEK

Black Kid Cloth Top,
Gun Metal Cloth Top,
low heel. A serviceable
and comfortable walking
boot. \$5.00 and \$6.00
value

\$3.85

Rogers Apparel Shop
818 Broadway



\$3.85